Smiles start here

It’s the perfect time of year. Spring is here, the sun is out and the 2018 AAO Annual Session has finally arrived. For the next four days, you can get your fill of new products, new techniques and new ways of looking at how you practice orthodontics.

A variety of educational sessions, taught by experts in the field, are being offered to both doctors and staff on a number of topics, including treatment planning, sleep apnea, multidisciplinary care, cutting-edge techniques and more.

One highlight this year is an AAO Sleep Apnea and Orthodontics Task Force open forum being held from 3 to 4:30 p.m. today. Members of the Task Force will be in attendance to listen to colleagues’ thoughts and concerns regarding the relationship between sleep apnea and orthodontics.

Over in the exhibit hall, hundreds of reps have gathered to showcase the newest products and technology in the field, from practice management to 3-D imaging to brackets and handpieces.

Make sure you download the AAO app to your smartphone. Information on sessions, exhibitors and more is all available.

AAO to recognize its members for service, humanitarian work, research

During the 2018 Annual Session, the AAO, the AAO Foundation and the American Board of Orthodontics will recognize honorees at the Excellence in Orthodontics Luncheon and Awards Ceremony, being held Sunday from noon to 2:15 p.m. at the Walter E. Washington Convention Center.

The Excellence in Orthodontics Luncheon and Awards Ceremony keynote speaker will be Mike Krzyzewski, aka “Coach K,” head coach of the Duke University Men’s Basketball Team. Ticket cost is $60 for the luncheon (or $15 for the keynote address and award presentations only). Tickets may be purchased via annual session registration.

Award recipients will include:

• Humanitarian Award: Dr. E. David Engst. After practicing orthodontics for 26 years, Engst sold his practice and...
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Changes in ABO certification: A scenario-based format

Part one of two

By Dennis J. Tartakow, DMD, MD, EdD, PhD, Editor-in-Chief

`It is essential that we do not engage in the debate of whether the changes are the right ones or even if we all agree on the changes — what is most important is that we embrace the changes and move forward together to assure the survival of this unique institution of orthodontics.'

With the combination of (a) external challenges and changes in the certification process by the American Board of Orthodontics (ABO); (b) internal changes in almost every orthodontic office as a result of computerization; (c) confrontation from the government with HIPAA and OSHA requirements and limitations; and (d) the need for better time/motion efficiency to address improved delivery of orthodontic services, the forces for change combine to be far stronger than the forces for maintaining the status quo.

In an article by Robert M. Diamond, he observed that: "Significant change will never occur in any institution until the forces for change are greater in combination than the forces preserving the status quo ... the forces for resisting changes are extremely powerful" (Sept. 8, 2006).

As an institution, orthodontics has survived those challenges, and in the process, we have begun to reinvent ourselves as practitioners, researchers and educators. Our post-graduate orthodontic programs have improved in ways that will enhance educational growth, development and learning to all graduate students. It has not been an easy task nor has there been universal acceptance of its progress, but it has resulted in major revisions to all postgraduate orthodontic programs.

The lead taken by the ABO has been quite dramatic and refreshing to the profession. The changes fail to keep up with the accelerated pace of today's social and business organizations and author of "The Fifth Discipline" (1990), identified two specific types of learning.

1. Adaptive Learning: When organizations fail to keep up with the accelerated change of today's social and business environment, they will die. The ability to adjust is the key to survival. Adaptive learning is about coping. It is the first stage of moving toward a learning organization.

2. Generative Learning: By contrast, generative learning is about creating, it requires a new way of looking at the world, a new way of looking at patients (what do they need) and a way to manage and lead (fostering learning instead of controlling). Generative learning requires looking at the systems that control events and not just reacting to events or adjusting to trends.

Leadership and change come from creative tension. While we have not yet reached the generative learning stage, we are now posed for the move into it. This requires trust and loyalty but also means giving up personal agendas and opinions for the good of the entire organization. Creative tension is the difference between the vision (where we want to be) and current reality (where we are). Creative tension can be resolved in two ways, by: (a) raising current reality or (b) lowering the vision. With creative tension, we can learn to use the energy it creates to move current reality toward the vision. It is our choice how we respond; we have often selected routes of resisting change as the least threatening.

Ethical leadership in orthodontics is essential for presenting solid core values to residents in order for them to be properly prepared to become orthodontic specialists as well as leaders in the field. It must be addressed with enthusiasm and fervor in order to ensure that the orthodontic health-care needs and the protection of human rights for our communities and society are protected (Tartakow).

As noted in chapter two, Marshall and Oliva (2006) suggested social justice in education required powerful societal support that concerned the values, misperceptions and social transformation to be instilled in orthodontic residents, educational institutions and hospital training programs are morally obligated to demonstrate principles and practices that support, respect, and sustain different identities, as well as transform prevailing social patterns (Appiah, 2005).

Coming up

To read part two of this article, please pick up the Ortho Tribune AAO Show Daily Issue 2, available at the Ortho Tribune booth, No. 215, on Sunday.

References will be included at the end of Part II.
AAO product scrapbook

Here is a look at some of the products you’ll want to check out in the exhibit hall

EverSmile OrthoFoam
EverSmile OrthoFoam will help those wearing braces to clean under and over their dental appliances, brackets and wires. It also whitens teeth and can be used up to four times per day without causing tooth or gum sensitivity. OrthoFoam is available at CVS stores nationwide for $19.99 or online at www.EverSmileWhite.com for $29.99 or $49.99 for a two-pack.

Kaleidoscope
Kaleidoscope offers digital marketing for your reception area.
- Initial customization for no charge ($1,200 value) includes more than 300 layouts.
- All of your practice is featured.
- 50 professionally designed layouts change every month.
- 70 scheduled seasonal/holiday layouts change throughout the year.
- The flow of information captures attention of parents.

AccepTx Pro
AccepTx Pro is a professional treatment and fee presentation tool that allows patients to view their treatment and payment options in your office or at home. Once the responsible parties determine which payment plan works best within their budget, they can accept treatment and electronically sign the necessary forms.

At the OrthoBanc booth

• RECOGNIZE, Page 1

Melsen had chaired the orthodontic departments of Case Western Reserve University and St. Louis University before joining the Michigan faculty. He now teaches part-time at all three schools. He has conducted extensive research on differential effects of orthodontic treatments, mechanisms of facial growth and the interaction between growth and treatment. Johnston has received research support via grants from the National Institute of Dental and Craniofacial Research and has served on the editorial boards of several journals, including the AJO-DO.

- AAO Foundation Louise Ada Jarabak Memorial International Teaching and Research Award: Dr. Brent Larson. Currently a professor and the director of the Division of Orthodontics at the University of Minnesota School of Dentistry, Larson has been a leader in organized orthodontics, orthodontic education, research and organized dentistry throughout his career. He is the 2017-18 AAO president-elect and has published articles in many refereed journals including the AJO-DO, most recently on 3-D imaging and orthodontic treatment outcomes. He has served as the AAO Foundation Planning and Awards Review Committee vice-chair and was chair of the AAO Council on Orthodontic Education and of the AAO Task Force on Faculty Recruitment.

- American Board of Orthodontics Albert H. Ketcham Memorial Award Dr. Birte Melsen. From 1975-2012, Melsen was professor and chair of the Department of Orthodontics at The School of Dentistry, Aarhus University, Denmark. She has also had a part-time practice in Lübeck, Germany, focusing on treating adults. Melsen has authored and published more than 400 articles, with her research encompassing study of human autopsy material, bone biology, biomechanics, interdisciplinary treatment, skeletal anchorage and tissue engineering. In recent years, her primary areas of research have been skeletal anchorage, virtual imaging and adult treatment. Melsen has been very active in fundraising for third-world children, especially in South America where she lectures to generate money for underprivileged children.

(Source: American Association of Orthodontists)